



Ciudad de México, October 15, 2019

REINER JAHN
PROJECT COORDINATOR MEXICORoger Sims
Project Coordinator H2H

Here with we request and express the intention to be considered in Project 100 x 100.

1) APPLICANT INFORMATION:

☒ Rotary Club
☐ Rotaract Club (sponsor Rotary club _____)
☐ Interact Club (sponsor Rotary club _____)

Name **CLUB ROTARIO PUEBLA COLONIAL**Address **AVENIDA HERMANOS SERDAN 807, FRACC. LAS FUENTES, PUEBLA PUE.**District and Club Number **4185 - 84496**

2) NAME OF THE PROJECT

Taller UNE, charity gifts to raise funds for kids with cancer.

3) OBJECTIVES OF THE PROJECT

Grow up and develop the services that Taller UNE offers to clients by the purchase of a digital printing machine so it can continue producing new articles to raise funds and support the 179 users of the association.

Specific objectives:

1. Include a new service into Taller UNE structure.
2. Earn new supplies to offer more options to the clients.
3. Raise funds to support the 179 users of the Association.

4) DESCRIPTION OF THE PROJECT, SHORT AND LONG-TERM BREAK DOWN

According to the Panamerican Health Organization (PAHO), cancer is the leading cause of death due to illness in the Mexican population between 5 and 14 years old. Between 5,000 and 6,000 new cases occur each year. The treatment can last from 3 to 5 years, depending on the type of cancer and level of disease progression. Exposing verifiable data, a chemotherapy process has an approximate cost of \$ 8,000.00 to \$ 10,000.00 pesos M.N. monthly, including in that amount medications, supplies, application, technical equipment and operational



personnel. Giving an approximate total cost of treatment of \$ 350,000.00 pesos M.N, cost that presents a difficulty for children in vulnerable situations

Because of that reason, Taller UNE produce charity gifts to raise funds, articles like cups, notebooks and t-shirts, with the profits of the sales are used for satisfying basics needs such as shelter and food service, also for medicines supply and working capital expenses for psychological, nutritional and oncology services, provided for free at Una Nueva Esperanza.. All the community is involved in this process because all the paintings and the art that are applied into de charity gifts were made into the art lessons that the users live at Una Nueva Esperanza A.B.P. through the project “Arte que vale”.

In the short term, expanding the portfolio of services would lead to an increase in the use of Taller UNE services for the general public, which would generate greater revenues that in turn would be used for general expenses of the association such as medicines, chemotherapy applications, operational and administrative expenses. In addition, the number of designs made by children for use in charity gifts could be increased.

In the long term this would mean a greater demand for products with cause, which could lay the groundwork for the purchase of a greater quantity of inputs, as well as the diversification of machinery necessary for the workshop. As for the social impact, it would help to strengthen the links, in addition to improving the support networks between users, users and society, by sensitizing society through products with cause. Adding that digital printing would facilitate the association to bring information about timely care, signs and symptoms of cancer. As well as facilitate the fundraising by printing communication material such as posters and formats for new donors.

5) EXPLANATION OF THE PROJECT'S SUSTAINABILITY (AS APPLICABLE)

One of the models to generate sustainability in proposals of social impact are social companies, because they are models of economic generation that are profitable as businesses making use of them for the achievement of their social mission and also actively involving the community. For this reason, Taller UNE, founded in 2011, aims to be a fundraising strategy to contribute to the solvency of the general expenses of Una Nueva Esperanza ABP, an association that helps children and youth with cancer that are in economic vulnerability. Through the workshops “Arte que vale” the users carry out art activities that contribute to their emotional well-being, at the same time they are used in articles elaborated in the Taller UNE.

Through the expansion of the services offered Taller UNE there will be a greater fundraising because the catalog will reach companies that have not worked in this dynamic of corporate social responsibility, by strengthening efforts within this strategy awareness in society civil will grow.

Taller UNE has alliances that know the cause and provide quality materials at low cost, as well as the continuous search of other funding calls that can provide more equipment, for example, PepsiCo gave in 2011 the funding for the instalation of basic graphic machines. Enterprises such



as Africam Safari, Qualitas, Mommies Talk, A&P Solution, Cervecería Modelo, Faurecia; government and social institutions like Congreso del Estado de Puebla, Secretaría de Seguridad Pública del Estado de Puebla, Grupo de motociclistas Harley Davidson; schools and universities like Universidad Iberoamericana Puebla, Universidad Popular Autónoma del Estado de Puebla, Colegio IMEX and Colegio American; are continuous costumers of Taller UNE, making monthly orders for specific events.

The project is economically sustainable since Taller UNE obtains an approximate profit of 82.3% on its sales. As the catalog of services increases, the number of sales and the income will increase. To recover the investment, Taller UNE proposes obtaining a gross profit of 121.34% per sale, maintaining prices similar to those established by competing companies in the sector, allowing you to recover investment costs and generate a net profit to allocate it to Una Nueva Esperanza and also make reinvestment.

6) DIRECT AND INDIRECT BENEFICIARIES BREAKING DOWN ITS VULNERABLE SITUATION, ATTACHING IMAGES.

Direct:

179 users of Una Nueva Esperanza ABP

Indirect:

530 relatives of users of Una Nueva Esperanza ABP, as well as the general public that purchases at the UNE Workshop



7) LOCATION OF THE PROJECT

Taller UNE, located in Una Nueva Esperanza's shelter. Calle Venustiano Carranza No.504, Col. Concepción la Cruz, Puebla, Puebla.

8) AREA OF FOCUS

- ☒ X _____ Peace and conflict resolution
- ☒ X _____ Disease prevention and treatment
- _____ Water, sanitation, and hygiene



☒ Maternal and child health
☐ Literacy and basic education
☒ Community economic development
☐ Other (please specify _____)

8) PROJECT BUDGET

The budget of the projects is **\$198,307.80 pesos**, with the following proposed funding:

SOURCE	AMOUNT OF PESOS
Mexico commitment from applicant	39,661.56
Proposed support from other Mexico sources FURMEX Other(please specify)	0
Proposed US Heart 2 Heart support	158,646.24
TOTAL	\$198,307.80

1) The project detailed expenditures are as follows:

DESCRIPTION	PRICE & QUANTITY	TOTAL
Digital printing machine XEROX Docu Color DC 560 D	1 x \$167, 560.84	\$167,560.84
Xerox toner black	1 x \$2,721.36	\$2,721.36
Xerox toner yellow	1 x \$2,721.36	\$2,721.36
Xerox toner magenta	1 x \$2,721.36	\$2,721.36
Xerox toner cyan	1 x \$2,721.36	\$4,692.00
Charging corotron	1 x \$1,699.40	\$1,699.40
Black drum cartridge	1 x \$11,212.56	\$11,212.56
Color drum cartridge	1 x \$6,949.56	\$6,946.56
	TOTAL	\$198,307.80



FIRMAS

APPLICANT NAME: CLUB ROTARIO PUEBLA COLONIAL



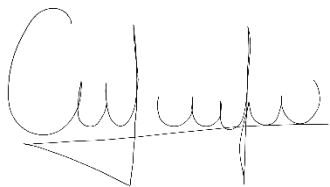
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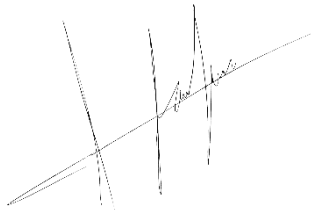
PROJECT LEADERS DURING PROJECT DURATION – NAMES AND SIGNATURES

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